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Quarterly Progress Report

Head Safe. Helmet On.

March - May 2016



June 2016

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AIP Foundation
12B Ngoc Khanh, Ngoc Khanh Ward
Ba Dinh District, Hanoi, Vietnam, 1148457
(84-8) 3771 0700 Fax (84-8) 3771 0701
www.aip-foundation.org

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Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
CDC	United States Centers for Disease Control and Prevention
CRSWG	Commune Road Safety Working Group
DAP	Dem Ampil newspaper
EEC	Enabling Environment Campaign
HI	Handicap International
HSHO	Head Safe. Helmet On.
IEC	Information, Education and Communications
M&E	Monitoring and Evaluation
MoEYS	Ministry of Education, Youth, and Sports
NGO	Non-Governmental Organization
NRSC	National Road Safety Committee
Q&A	Question and answer
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
UN	United Nations
USAID-DIV	United States Agency for International Development, Development Innovation Ventures
UYFC	Union of Youth Federations of Cambodia

1. Executive Summary

This eighth quarterly progress report covers the implementation period from March 1st to May 31st, 2016 of the “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by the United States Agency for International Development’s Development Innovation Ventures (USAID-DIV) Grant No. AID-OAA-F-15-00012 to AIP Foundation. HSHO is a two-year program with the overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities are targeted towards primary school students and teachers, and motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal.

Project implementation period was from June 1st, 2014 to June 1st, 2016. This quarter therefore saw the completion of activities under the project.

Notably during the reporting period, enforcement of the passenger helmet law continued with reiterated commitment to full enforcement from top government stakeholders. In this context, the HSHO team continued its efforts to effectively implement HSHO activities for each of its three programmatic components:

School-Based Program (SBP) aims to increase helmet use and road safety skills at 18 target schools by providing quality helmets and road safety education to all students and teachers while reinforcing messages through various interactive activities that also engage parents and other stakeholders.

- The SBP team wrapped up its activities with an eye toward sustaining project results, especially the notably high helmet wearing rates among target primary school students. SBP team gathered parents as especially important role models, as well as teachers, to reflect upon lessons learned as well as recommendations for the future.

Behavior Change Communications (BCC) seeks to raise awareness on the importance of motorcycle passenger helmet use, including for children, and improve related attitudes and behavior through mass media, as well as street- and commune-based campaigns.

- Under BCC, a third-party end-line evaluation was conducted to measure target groups’ knowledge, attitudes, and practices toward passenger helmet use and project activities; while the second and final phase of the BCC campaign concluded.

Enabling Environment Campaign (EEC) aims to support the commitment towards and effectiveness of enforcement of the newly-passed passenger helmet law by continuously engaging relevant stakeholders in meetings, workshops and study tours, as well as producing complementary advocacy materials.

- EEC continued to push for the approval of sub-national level enforcement action plans, while also gathering project stakeholders to review and sustain project achievements and momentum.

2. Quarterly Progress

The HSHO team continues to make solid progress towards the fulfillment of project objectives, having completed most activities planned for the quarter. These activities are outlined and elaborated upon as follows:

2.1 Initial Program Activities

2.1.1 Preparation and Project Launch

1.1 New Staff Recruitment

2.2 Program Components

2.2.1 School-based Program (SBP)

2.5 Parent Activities

2.6 Student Activities

2.7 Public Awareness Activities

2.2.2 Behavior Change Communications (BCC)

3.2 Mass Media Campaign

3.3 Street-Based Campaign

3.4 Commune-Based Campaign

2.2.3 Enabling Environment Campaign (EEC)

4.1 Policy Briefs and Advocacy Meetings

4.2 Nation-Wide Activities

4.3 District-Wide Activities

4.4 Commune-Wide Activities

2.3 Cross-Cutting Activities

2.3.1 Monitoring and Evaluation (M&E)

5.1 SBP M&E

5.2 BCC M&E

5.4 Project-Wide M&E

2.3.2 Materials Development

2.3.3 Procurement

2.1. Initial Project Activities

2.1.1 Preparation and Project Launch

Activities and tasks were undertaken as necessary in order to recruit or appoint new staff for the HSHO team.

1.1 New Staff Recruitment

1.1.1 Hire and Provide Orientation for New Staff

In March, AIP Foundation hired a Junior School-based Program Assistant. The successful candidate had prior volunteer experience with AIP Foundation and has adapted smoothly to the new role. Please find his CV in Annex II.

This quarter, AIP Foundation did not succeed in its efforts to recruit a Junior Finance Assistant. With the project ending June 1st, candidates were unwilling to take such short-term employment. There is no longer a need to recruit for this role.

2.2. Program Components

2.2.1 School-Based Program (SBP)

During the reporting period, the SBP team wrapped up its activities with an eye toward sustaining project results, especially the notably high helmet wearing rates among target primary school students. SBP team gathered parents as especially important role models, as well as teachers, to reflect upon lessons learned as well as recommendations for the future.

2.5 Parent Activities

2.5.2 Organize Parent Information Sessions



Figure 1 At an information session, a parent volunteers to demonstrate correct helmet wearing.

Parent information sessions were held at all project schools throughout the quarter, as elaborated in Table 1 below. A total of 790 parents participated. During the sessions, parents were encouraged to engage in discussions on child helmet use, correct helmet use, helmet standards, traffic laws, and the immediate and long-term benefits of helmet use for all motorcycle passengers, including children. Parents were reminded of ways to be role models of road safety, especially by reminding their children to always wear helmets and to report to schools in case of any road incidents.

Table 1 Parent Information Sessions

Date	Name of Primary School	Number of Parent Participants
March 11, 2016	Bun Rany Hun Sen Kropeur Ha	40
	Prek Ho	39
	Prek Tapeou	38
March 15, 2016	Kor Ki Thom	107
	Sdao Konleng	49
	Banthey Daek	29
March 18, 2016	Ang Metrey	45
	Cham Bak	45
	Prey Pdao	35
March 19, 2016	Santhe Pheap	37
	Ang Serey	35
	Kandoul Dom	63
March 22, 2016	Chbar Ampov I	18
	Veal Sbov	30
	Prek Eng	60
March 23, 2016	Hun Neang Toul Tompong II	24
	Toul Svay Prey	18
	Hun Neang Boeung Trabaek East	78

For parents of this school year's new-entry students (just over 4,000 total), commitment letters were distributed as in the past, to formally ensure that parents are committed to investing in the safety of their children on roads. On average, 90% of letters were signed and returned within two weeks. All parents were requested to sign and return the letters within two weeks.

2.6 Student Activities

2.6.1 Organize Student Activities to Promote Road Safety



Figure 2 Students practice road safety skills on a simulation corner at a target school.

AIP Foundation collaborated with school coordinators to organize student activities to promote road safety at each HSHO target school in May 2016. The activities were specific to each school and included a variety of events and games such as road safety simulation corners, and question and answer sessions. The activities all involved refreshing important lessons on motorcycle and bicycle safe-riding techniques, as well as pedestrian safety.

Table 2 Student Activities to Promote Road Safety

Date	Primary School	Number of Student Participants	Number of teacher participants
May 6, 2016	Bun Rany Hun Sen Kroupeur Ha	350	8
	Prek Ho	250	9
	Prek Tapeou	300	8
May 7, 2016	Kor Ki Thom	200	6
	Sdao Konleng	250	7
	Banthey Daek	300	7
May 9, 2015	Ang Metrey	200	8
	Cham Bak	250	7
	Prey Pdao	200	7
May 10, 2015	Santhe Pheap	200	6
	Ang Serey	200	7
	Kandoul Dom	200	7
May 11, 2015	Chbar Ampov I	300	8
	Veal Sbov	150	6
	Prek Eng	300	7

May 12, 2015	Hun Neang Toul Tompong II	250	8
	Toul Svay Prey	200	6
	Hun Neang Boeung Trabaek East	200	6

2.7 Public Awareness Activities

2.7.1 Install and Display Helmet Use Billboards

During the reporting period, HSHO team followed up with the target schools, all of which confirmed that the helmet use billboards installed for year one remain in good condition for continued use. No repairs or replacements are necessary at this time.

2.7.2 Hang and Display Helmet Use Posters

As with the billboards (see 2.7.1), helmet use posters from year one remain displayed and in good condition for continued use across target schools. No repairs or replacements are necessary at this time.

2.2.2 Behavior Change Communications (BCC)

Under BCC, a third-party end-line evaluation was conducted to measure target groups' knowledge, attitudes, and practices toward passenger helmet use and project activities; while the second and final phase of the BCC campaign concluded.

3.2 Mass Media Campaign

3.2.2 Coordinate Public Relations Campaign

In March 2016, the HSHO web banner was published on Dem Ampil online newspapers 5 times according to plan, with more than 760,000 views. The banner messages are "From 1st January 2016, police will fine 15000 riels for each non-helmeted person." and "Protect your passengers' lives. Make sure they wear helmets." The banner is also featured on AIP Foundation's Cambodia Facebook account, with a reach of over 330,026 users.

As reported previously, a media consultant is contracted to write and publish three editorials promoting motorcycle passenger helmet, for publication on seven media outlets: Rasmei Kampucher newspaper, Kampucher Thmey newspaper, Koh Santepheap newspaper, Cambodia News online newspaper, New Youth online newspaper, Thmey Thmey online newspaper, and DAP online newspaper. The first editorial, published in December 2015 and January 2016, focused on the benefits of stringent enforcement of the new passenger helmet law.

The second and third editorials were published this quarter. The second editorial was featured on the

seven media outlets according to plan; as well as an additional online news (Phnom Penh Today) as an extra from 28 April to 11 May 2016. The second editorial was aimed at enhancing regular and strict enforcement of traffic law specifically on motorcycle passenger helmet use (please see Annex III). The third editorial was featured on seven media outlets from 30 to 31 May; its story targeted a parent audience and discussed the urgent need for child helmet use (please see Annex IV).

Additionally, AIP Foundation has upgraded its educational website, www.saferoads.org.kh. This is an enhancement of one that previously debuted in September of 2013 and will feature a wide range of content, from quizzes and games to more conventional news items, case stories, and articles, in hopes of appealing to as wide a segment of the population as possible. AIP Foundation has promoted this website via two paid social media outlets: (i) banner advertisement on Fresh News (well-known breaking new website) for 30 days from 27 April. The messages are “Protect your passengers’ lives. Make sure they wear helmets.” And “Visit www.saferoads.org.kh”. As of mid-May, the banner was posted for 15 days with more than 450,000 views. (ii) advertising of two banners on Facebook from 27 April until end of May 2016. These banners encourage audiences to play educational games and learn how helmets protect. The games banner reached 18,652 people as of 31 May; while the helmet banner reached 22,171. When audiences visit the site, they would learn more information in the site accordingly.



Figure 3 Screenshot of the Saferoads banner on Fresh news

Additionally, the banner was published on Sabay (a well-known entertainment website); AIP Foundation Facebook, AIP Foundation LinkedIn, and Twitter; and Unicef Cambodia shared a link to its interactive road safety games: <https://www.facebook.com/unicefcambodia/posts/1256230657762431>

3.2.3 Air Television Commercial

The TV and radio commercials were aired from 09 December 2015 until 08 April 2016 with the total of 218 TV spots on CTN, MyTV, TV5, and HMTV; and 515 radio spots on FM102Mz, FM102.5Mz, 105.5 MHz,

and 107.5Mz; all according to the plan.

The television commercial reached 95.6% of the population in HSHO's target provinces (3.3 million people), and 93.6% of the total population in Cambodia (14 million). Approximately 90.4% of target audiences aged 15 to 44 years old saw the TV commercial at least 3 times within the four-month period. It is estimated that the average person saw the commercial 15 times.

3.2.4 Produce and Air Televised Roundtable Discussions

Last quarter's roundtable discussion was rebroadcasted a final time in March, resulting in six times in total since December 2015, in line with the original plan.

3.2.5 Air Radio Commercial

Please see 3.2.3.

3.2.6 Produce and Air Radio Talk Shows

AIP Foundation partnered with local station FM102Mz to produce the final talk show, live on March 21st and rebroadcasted on March 28th. The topic of discussion on the current status of motorcycle passenger helmet law enforcement. Guest speakers included Mr. Kim Pagna, Country Director of AIP Foundation and Major General Ty Long, Deputy Director of Traffic Police and Department of Public Order.

3.2.7 Install and Display Billboards

Three billboards in Samrong Tong, Kien Svay, and Takmao communes continue to display BCC billboard skins, and will be up as long as they remain in good condition (expected one year). Up until now, the billboards remain in good condition.

3.2.8 Hang and Display Long Banners

Long banners from the previous quarter remain on display during this quarter, but with deteriorating conditions, e.g. faded color and dusty.

3.2.9 Post and Display Tuk Tuk Panels

Sixty panels from last quarter were displayed until end of project implementation on May 31st, 2016.

3.3 Street-Based Campaign

3.3.1 Organize Campaign Days with Flyers and Helmet Vouchers



Figure 4 Images from this quarter's campaign days

Campaign-day activities were conducted as follows: Toul Tumpoung II and Prek Eng communes organized activities on May 17th; Prek Russey and Dei Et on May 18th; and Vor Sor and Trapaingkong on May 19th.

For all communes, this comprised community gatherings and parades along commune streets. For Trapaingkong and Vorsor communes, additional door-to-door and street-based activities were held.

The six events directly engaged a total of 529 community members. Participants also included one Deputy District Governor, one District Police Chief, four Deputy District Police Chiefs, and one Vice Chairman of District Police Unit.

3.4 Commune-Based Campaign

3.4.1 Organize Commune-Wide Activities

On March 4th, 2016 a final commune wide activity remaining from last quarter was organized in Chbar Ampov I Commune with 118 participants. The activity was organized the same way as previous 17 activities in each 17 communes reported in Milestone 8.

For additional commune-wide activities that took place, see reference to Trapaing Kong and Vorsor communes under 3.3.1.

3.4.2 Promote Campaign through Loudspeakers

Parades referenced in 3.3.1 all included loudspeaker announcements from tuk-tuks along commune roads. Main messages regard traffic law enforcement and fines for violations, as well as the BCC tag-lines. Additional messages include road crash statistics, police's voices appealing to passengers to wear helmets, and children's voices appealing to parents to ensure child helmet use. The BCC radio commercial was also broadcasted through loudspeakers.

3.4.3 Organize Door-to-Door Campaign

In April, 16 door-to-door activities were organized in 16 communes each. The activities reached 2,239 adults and 374 children. By 29 April 2016, fifty activities were organized totally within the second phase of BCC campaign, which began December 2015.

Additional door-to-door activities took place in May; see 3.3.1.

3.4.4 Distribute Flyers in Common Areas

To date, nearly all of the 120,000 flyers produced under BCC's second phase have been distributed during BCC campaign activities, and at common areas such as health centers, schools, commune offices, shops.

2.2.3. Enabling Environment Campaign (EEC)

During the quarter, EEC continued to push for the approval of sub-national level enforcement action plans, while also gathering project stakeholders to review and sustain project achievements and momentum into the future.

4.1 Policy Briefs and Advocacy Meetings

4.1.3 Send Co-signed Letters to Senior Government Officials

See 4.3.4.

4.2 Nation-Wide Activities

4.2.1 Host Nation-Wide Stakeholder Workshops



Figure 6 General Long Thou, Deputy of the Department of Traffic Police and Public Order, Ministry of Interior, gave an interview to media



Figure 5 H.E. Lokchom Teav Min Meanvy gives a closing speech at the workshop.

The third nation-wide stakeholder workshop was held on May 31st, 2016 with the objective to summarize HSHO achievements, gather challenges, lessons learned, and prepare to sustain and improve future project activities.

The event gathered 38 participants, including: H.E. Lokchom Teav Min Meanvy, Secretary of State of the Ministry of Public Works and Transports and Secretary General of the National Road Safety Committee; General Long Thou, Deputy Director of Department of Traffic Police and Public Order, Ministry of Interior; alongside private sector representatives and the press.

Materials distributed included HSHO's third and fourth policy briefs, the HSHO infographic, and a cost and lives savings analysis of passenger helmet law enforcement.

Discussion topics covered: an overview of HSHO achievements and challenges; ways to improve and sustain the passenger helmet law enforcement including to more fully involve other government bodies, the media, and the private sector; ways that government bodies, especially the police, can continue to promote helmet use; ways to improve project activities if AIP Foundation were to implement such projects in the future.

Participants commended the project's main across the three target provinces. Moreover, the following points were supported or suggested by the participant group: to expand the project nationwide, including secondary schools and universities and implementing awareness-raising activities at district and provincial levels; engage with private schools to integrate road safety education into their curricula; focus on education alongside strict enforcement, especially through social media; engage with other established organizations/groups in communities to leverage for further dissemination of messages; develop provincial and district level action plans to promote helmet use; to integrate a helmet use

requirement in all staff regulations including among private sectors and government bodies, especially police, at all levels; increase police check points.

The workshop also provided a platform for the relevant officials to communicate to media, and in turn, the wider public, the latest situation regarding road safety and enforcement of the traffic law in Cambodia.

Please see Annex V for the slides of HSHO's presentation at the workshop.

4.3 District-Wide Activities

4.3.1 Host District-Wide Stakeholder Workshops



Figure 8 Ms. Ngam Veasna, Representative of Kandal Governor, gave an opening speech at a Kien Svay district workshops



Figure 7 A group discussion with Kandal officials on challenges to promoting helmet use

EEC held district wide stakeholder workshops this quarter as detailed by Table 3 below, gathering a total of 113 participants. With a similar aim to the nation-wide stakeholder workshop (see 4.2.1), discussion topics covered HSHO achievements and challenges; ways to improve passenger helmet use, especially among children; mechanisms to ensure sustainability of results.

Main points that emerged from discussions are: officials note and commend a visibly increased rate of passenger helmet use in their respective areas; a reiterated commitment among commune level road safety working groups to keep promoting key messages; the responsibility of government officials to be road safety role models; a need to promote helmet use among high school students, who, contrasted against target primary school students, have poor helmet behavior. As an additional outcome, a handful of communes have established a donation box in commune halls, to help establish a helmet fund disadvantaged children.

As regards mechanism for sustainability, participants discussed the following: continuing public service announcements to remind the public about helmet use and enforcement; district bodies of the Ministry of Education, Youth, and Sport (MoEYS) should implement helmet protocol at secondary schools and high schools, including with points lost off scores for failure to wear a helmet; increase the number of

enforcement checkpoints nationwide, especially on local roads and at night time.

Materials distributed included HSHO's third and fourth policy briefs, the HSHO infographic, and a cost and lives savings analysis of passenger helmet law enforcement.

Table 3 District-wide Stakeholder Workshops

Target area	Date	Venue	# of participants	Special Guests
Phnom Penh				
Chamkarmorn	30 May 2016	Chamkarmorn District Hall	16	Mr. Bun Sopheak, Chamkarmorn Deputy District Governor gave opening remarks
Chba Ampov	31 May 2016	Vealsbov Commune Hall	12	
Kandal				
Takhmao	12 May 2016	Takhmao Hall	20 (1 media-SEATV)	Mr. Heng Theam, Takhmao District Governor
Kien Svay	12 May 2016	Kien Svay District Hall	22 (1 media-SEATV, 1 private sector)	Mrs. Ngam Veasna, Deputy Governor of Kien Svay District.
Kampong Speu				
Samrong Tong	26 May 2016	Samrong Tong District Hall	20 (2 private sector-ACLEDA & AMRET)	Ms. Yin Chonchanvicheka, Deputy Governor of Samrong Tong District
Chba Morn	23 May 2016	Chba Morn District Hall	23	H.E Ty Long, Deputy Department of Traffic Police and Public Order, Mol rep, and Ms. Pouk Setha, Deputy Governor of Chba Morn District

4.3.4 Develop District Passenger Helmet Enforcement Action Plans

Mid-March, the EEC team submitted letters to three provincial commissariats and six district police offices. The aim is to secure signature-approval for district-level enforcement action plans. (See 4.3.4) On April 27th, 2016, Kampong Speu officials issued the necessary signatures to approve one provincial and two district level enforcement action plan. Signature approval is pending from Phnom Penh and

Kandal authorities.

4.4 Commune-Wide Activities

4.4.1 Host Commune-Wide Meetings

In April, the EEC team held commune-wide meetings as elaborated by Table 4 below, gathering a total of 238 participants. They included local government officials, members of respective commune level road safety working groups, private sector representatives and the media.

Materials distributed included HSHO's third and fourth policy briefs, the HSHO infographic, a cost and lives savings analysis of passenger helmet law enforcement, and a summary of fines under the new traffic law.

Table 4 Commune-wide meetings

Target area	Date	Venue	# of Participants	Special Guests
Phnom Penh				
Chamkarmorn	19 April 2016	District Hall	47	Mr. Bun Sopheak, Chamkamorn Deputy District Governor
Chba Ampov	29 April 2016	District Hall	28	Mr. Ros Sopheak, Chba Ampov Deputy District Governor
Kandal				
Takhmao	20 April 2016	District Hall	43	Mr. Heng Theam, Takhmao District Governor
Kien Svay	01 April 2016	District Hall	40	Mrs. Ek Yany, Kien Svay deputy district governor
Kampong Speu				
Samrong Tong	31 March 2016	District Hall	40	Mrs. Yav Chornchankanika, Samrong Tong deputy district governor
Chba Morn	31 March 2016	District Hall	40	Mrs. Douk Phary, Chba Morn deputy district governor

A summary of outcomes from discussions held is as follows: Commune level road safety working groups recognize their role and ability to develop proposals and gain clearance for road safety activities; Officials note a visible increase in community members wearing helmets; Early data points to a reduction in road crash casualties; Participants showed a clear understanding of the advantages of helmet use and are able to communicate this knowledge effectively with their respective communities; local communities are demonstrating awareness of the law.

In terms of next steps, participants gave consensus to: continue enforcement of the law, and increase checkpoints on local roads; integrate helmet use activities into future commune development plans; seek to facilitate more focused media coverage and social media posts about helmet use; promote key messages at strategic locations, such as health centers.

As regards challenges, participants noted a limitation of target community members to be present for road safety activities that are organized during day time, even on weekends. Further, there is an ongoing limitation of budgets at the sub-national level. Third, there is concern that although helmet rates have increased, helmet quality remains poor.

2.3. Cross-Cutting Activities

2.3.1 Monitoring and Evaluation (M&E)

5.1 SBP M&E

5.1.1 Conduct School Helmet Observations

In March 2016, SBP conducted school-based helmet observations, at the 18 target schools as well as six control schools. They utilized the project's standard filming methodology at school gates to assess the helmet wearing rate among students on bicycles and motorcycles.

Overall, student helmet use rates increased from a baseline of <1% to an end-line of 75% at the 18 target schools; while increasing from <1% to 4% at the six control schools.

Please refer to the report titled "Behavior Change Communications Campaign and School-based Program End-line Evaluation report" under this Milestone submission, for a detailed analysis.

5.1.2 Conduct Crash Monitoring

During the quarter, SBP team conducted regular crash monitoring in schools and recorded 48 incidents, in which 36 total students were wearing a helmet. Please see Table 5 below for more information.

Table 5 Crash Monitoring in Schools

No	School name	Total number of Crashes Involving	Total number of students	Number of Crashes	Number of Crashes
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		Students (March-May 2016)	wearing helmets during crashes	involving Motorcycle	involving Bicycle
1	Banteay Daek	28	23	3	25
2	Ang Serey	8	5	1	7
3	Prey Pdao	12	8	3	9
	Sum Total	48	36	7	41

To date, SBP has recorded a total of 473 crashes involving 332 students protected because they were wearing a helmet.

5.1.3 Conduct School-Based Evaluations

Final school-based evaluations were conducted at all 18 target schools during the quarter. In each school, six people partake in process review: 1 principal, 1 school coordinator, 1 teacher (lower grade), 1 teacher (higher grade), 1 parent (lower grade) and 1 parent (higher grade); engaging a total of 108 stakeholders to produce a review of supporting factors, challenges, and lessons learned from SBP implementation.

Please refer to the report titled “Behavior Change Communications Campaign and School-based Program End-line Evaluation report” under this Milestone submission, for a detailed analysis.

5.3 BCC M&E

5.2.4 Conduct Mid-term and Final Evaluations

During the quarter, BCC contracted Indochina Research to produce a final evaluation report based off of surveys and focus group discussions with a 400-person sample of the project’s target groups. The evaluation sought to measure the project’s impact on knowledge, attitude, and behavior regarding passenger helmet use.

Key findings show that 100% of respondents were aware of the passenger helmet law. Perceptions of the risk of enforcement for a helmet-less passenger has increased significantly, from 4% to 70% in target communes and from 1% to 70% in control communes. From project baseline to end-line, people surveyed who agreed it was *very* important to wear a helmet as a passenger increased from 45% to 61%.

Please refer to the report titled “Behavior Change Communications Campaign and School-based Program End-line Evaluation report” under this Milestone submission, for a detailed analysis.

5.4 Project-Wide M&E

5.4.1 Conduct Routine Monitoring

The HSHO team conducts routine monitoring to keep track of outputs from project activities. For the quarter, this covered materials distribution (2.5.2, 2.6.1, 2.7.1, 2.7.2, 3.2.7, 3.2.8, 3.2.9, 3.3.1, 3.4.1,

3.4.2, 3.4.4, 4.2.1, 4.3.1, 4.4.1), public outreach (3.2.2, 3.2.3, 3.2.4, 3.2.5, 3.2.6), and stakeholder engagement (2.5.2, 2.6.1, 3.3.1, 3.4.1, 3.4.2, 3.4.3, 4.2.1, 4.3.1, 4.4.1). All data is regularly entered into AIP Foundation's monitoring database, where it is verified by the global M&E team and extracted for reporting and evaluation purposes.

5.4.2 Conduct Project-Wide Helmet Observations

HSHO contracts Handicap International (HI) to conduct its project-wide helmet observations. Data collection for the last round of observations under HSHO was completed in May. Data and analysis of results will be available late July.

5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

During the reporting period, AIP Foundation was able to retrieve data sets the Road Crash and Victim Information System (RCVIS), specifically from 2014 country-wide and for two target provinces.

5.4.4 Consult with Technical Consultant

The HSHO team consulted with the United States Centers for Disease Control and Prevention (CDC) during this quarter for the following reasons: (1) M&E related input on the project's final evaluation under the last milestone due September 1st, 2016 (2) Development and analysis of the BCC survey under Activity 5.2.4.

HSHO and CDC also coordinated for the CDC's final project site visit. Though originally schedule for May 2016, both parties agreed it would better suit needs to conduct the visit after project implementation is complete. It is tentatively scheduled for July 2016. It will be in preparation for the final evaluation under HSHO Milestone 10. Please see Annex VI for the justification letter.

2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communications (IEC) materials to support project activities during the quarter, as shown in Table 4 below.

Table 6 IEC Materials Summary

Activity	IEC Materials	Target Audience
2.5.2 Organize Parent Information Sessions	Parent commitment letters; flyers	Target adults in intervention communes, specifically parents of target school children

3.2.2 Coordinate Public Relations Campaign	BCC web banners; Saferoads web banners; editorials on helmet use	Nation-wide audience of motorcycle users aged 15 to 44
3.4.4. Distribute Flyers in Common Areas	BCC flyers	Motorcycle users in target areas aged 15 to 44
4.2.1 Host Nation-wide Stakeholder Workshops	Event backdrop; policy briefs; HSHO infographic; life/savings analysis	National level project stakeholders, as well as private sector and media representatives
4.2.1 Host District-Wide Stakeholder Workshops	Event backdrops; policy briefs; HSHO infographic; life/savings analysis	Sub-national level project stakeholders, as well as private sector and media representatives
4.4.1 Host Commune-Wide Meetings	Event backdrops; policy briefs; HSHO infographic; life/savings analysis; summary on fines under traffic law	Sub-national level project stakeholders, as well as private sector and media representatives

2.3.3. Procurement

During the reporting period, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the Government of Cambodia, and AIP Foundation regulations. A summary of completed (Table 8) procurements are presented below. There are no pending procurements for the reporting period.

Table 7 Completed Procurements

Activity	Procurements	Provider	Funding Source
3.2.7 Install and Display Billboards	Replace 2 billboard skins	RKT Printing and Advertising	USAID
3.2.2 Coordinate Public Relations Campaign	Advertising of banner	DAP Media center	USAID
3.2.4 Produce and Air Televised Roundtable Discussions	Final payment for final airing	National Television of Kampuchea	USAID
5.3.2 Conduct Media Monitoring	Monitoring of BCC TV and Radio airing	Cambodia Media & Research for Development	USAID

3.2.6 Produce and Air Radio Talk Shows	Airing of radio talk show	Women's Media Centre of Cambodia	USAID
3.2.3 Air Television Commercial; 3.2.5 Air Radio Commercial	Airing of BCC TV and radio commercials	Solidus Marketing Co.,Ltd	USAID
3.2.8 Hang and Display Long Banner	Printing long banner	Hong Kong Advertising Co.,Ltd	USAID
2.5.2 Organize Parent Information Sessions	Material for parents trainings, such as folders, blue pens and writing book	Nokor Thom Bookshop	USAID
5.2.4 Conduct Mid-term and Final Evaluations	HSHO final evaluation	Indochina Research	USAID

3. Challenges and Opportunities

3.1 Challenges

General challenges observed by HSHO include: limitation of sub-national level budgets for government-run road safety initiatives; obstacles such as construction in target areas that can prevent traffic law enforcement; the lengthiness of procedures to gain official government approval on action plans or signatures for letters; conflicting schedules among various stakeholders that can cause delays to project activities.

These challenges are not considered to be avoidable by the project, but nor do they take large tolls on implementation. One exception may be the long-term capacity of the government to improve enforcement robustly nation-wide.

School Based Program

SBP notes parents as exceptionally influential role models for their children's road safety behavior. While parents are on the whole committed to the project, as seen through the high rate of returns of commitment letters, it is difficult to consistently engage their participation at school events. This is mainly due to work obligations or activities for obligations at their other children's schools.

Behavior Change Communications

In terms of implementation, BCC met a challenge in ensuring direct communication with target groups, who are not necessarily home or in their home communes at the time of campaign events, which are

primarily during the work day. In the future, scheduling such events at different times, or at least a variety of times, would be advised.

In terms of evaluation, there are statistical limitations on measuring reach for radio broadcasting. Further, for measuring television reach, there is a small selection of qualified agencies in-country.

Enabling Environment Campaign

Overall, EEC notes good communication with and commitment of government officials at national, provincial, and district levels. The Ministry of Interior collaborates positively, especially its Department of Traffic Police and Public Order and the NRSC – essential stakeholders for the project.

However, at the commune level, there is coordinating difficulties due to the fact that CRSWGs have rotating membership. Further, approval procedures frequently take longer than expected, and collaboration can be difficult to coordinate according to original schedules as there are often numerous initiatives important to each commune. Especially with Chba Ampov District's office, efforts to finalize logistics for meetings were lengthy.

As a recommendation, future activities should seek to cut down on paperwork and letters, and rather combine such documentation into fewer packages for approval.

Moreover, as noted before, there is a budget limitation for road safety activities as the sub national level.

Monitoring and Evaluation

Limitations on data or statistics regarding project context – e.g. availability of latest population figures; agencies to measure radio reach; or lengthy waits to obtain RCVIS data – pose a general challenge to M&E efforts.

3.2. Opportunities

After initial politicization of enforcement start in January, the Government has reiterated its commitment to enforce the traffic law. In March, AIP Foundation along with Cambodia's Network of Road Safety NGOs submitted a Joint Statement regarding enforcement to the government. In response, in May the NRSC invited the signees to hold a consultative meeting to review considerations jointly. The meeting was a productive forum to voice concerns, as well as hear the government's strategy to continue to boost road safety efforts in a public-service oriented manner. Furthermore, the NRSC verbally agreed to host such consultations with civil society on a regular basis.

Also in May, AIP Foundation held review workshops with provincial and district level officials regarding enforcement of the passenger helmet law. There was strong support to the idea of mandating helmet use for all government body officials at all levels, with mechanisms to ensure compliance (i.e. guard at entrance gate to ministry offices records helmet use and reports to superiors if an official fails to comply). This is an essential step to establishing the government as a model of road safety.

Another key government stakeholder, the Ministry of Education, Youth, and Sports (MoEYS), is actively working with AIP Foundation, to finalize a draft National Action Plan to Promote Helmet Use among Students and Educators. In May, a high-level workshop was held to review the plan, with specific requests to consider mandating helmet use in regulations for students and educators; establishing a specific date each year as road safety awareness day at schools nationwide; and encouraging road safety competitions as incentives for schools to improve.

The Ministry of Public Works and Transport recently contacted AIP Foundation seeking guidance on a potential road safety campaign. Discussions are in early stages, but the initiative denotes a positive step from the Ministry, which is recently under new leadership.

While governmental commitment is key, AIP Foundation recognizes that they are not the only actors in improving road safety. AIP Foundation's projects that are in implementation alongside HSHO have contributed to shared objectives, namely by: training and conducting a media tour for a group of 40 journalists to effectively cover road safety, with a focus on helmet use; conducting "Commune of Excellence in Road Safety" and "School of Excellence in Road Safety" competitions in target areas, to incentivize road safety initiatives, including with study tours for winners to neighboring countries;

On the global level, on April 15th, the United Nations General Assembly (UNGA) adopted Resolution 70/260 'Improving global road safety.' Also in April, the UN Road Safety Collaboration (UNRSC) held its annual meeting in New York City, the main topic of which was ways to best support countries to scale up activities in order to meet the new UNGA resolution. To read the resolution, please click [here](#).

Amidst these opportunities, AIP Foundation remains active at the local and global level. On May 20th in Phnom Penh, HSHO representatives stationed a booth at the U.S. Embassy's Annual Health Fair. Then, from May 24-25th in Beijing, China, an AIP Foundation staff member attended the "Asia Pacific Road Safety" Conference. Finally, the Cambodia office successfully submitted an extended abstract for presentation at the 2016 Australasian Road Safety Conference in Melbourne, Australia scheduled for September. The abstract focuses on the 2016 start of enforcement as a potential turning point for road safety in Cambodia. A scholarship was awarded to allow Cambodia Country Director, Mr. Kim Pagna, to present on the topic before an international audience.

4. Changes to Project Plan

No substantial changes have been made to the project plan in this quarter.

5. Non-Political Assistance

On September 12th, 2015, AIP Foundation submitted the three following formal assurances to USAID-DIV regarding USAID-DIV's concerns over the perceived political involvement of the Union of Youth Federations of Cambodia (UYFC): (1) USAID funding is not being directed to UYFC in any form; (2) AIP Foundation will not associate USAID branding and UYFC branding on materials for display or distribution; and (3) AIP Foundation commits to mitigating any appearance of political assistance or

support under the USAID-supported HSHO Project. Toward this end, AIP Foundation has included into milestone reporting (beginning with Milestone 6) a component that describes how AIP Foundation has endeavored to maintain non-political assistance.

It continues to hold true that AIP Foundation has ceased all cooperation with UYFC under HSHO.

Moreover, AIP Foundation does not collaborate, nor offer any form of support to, politically-affiliated, nor religiously-affiliated, organizations under HSHO.

6. Next Quarter Activities

No programmatic activities are planned under the next and final quarter, ending September 1st, 2016. It will be dedicated to rigorous project evaluation, analysis, and recommendations.

School-Based Program and Behavior Change Communications End-line Evaluation Report

Head Safe. Helmet On.

Grant No. AID-OAA-F-14-00012

June 2016



AIP Foundation

12B Ngoc Khanh, Ngoc Khanh Ward
Ba Dinh District, Hanoi, Vietnam, 1148457
(84-8) 3771 0700 Fax (84-8) 3771 0701
www.aip-foundation.org

Disclaimer

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Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
HSO	Head Safe. Helmet On.
PMEP	Project Monitoring and Evaluation Plan
SBP	School-Based Program
USAID-DIV	United States Agency for International Development's Development Innovation Ventures

1. Introduction

This report summarizes the methods, findings, and implications of the School-Based Program (SBP) and Behavior Change Communications (BCC) end-line evaluations, as well as project-wide street-based helmet observations, under the “Head Safe. Helmet On.” (HSHO) project. HSHO is a two-year program with the overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities are targeted towards primary school students and teachers, and motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal. Project implementation period is from June 1st, 2014 to June 1st, 2016.

2. Key Findings

This section highlights the key findings of the end-line evaluations according to the indicators and outcomes hierarchy in the Project Monitoring and Evaluation Plan (PMEP) and Framework updated in June 2015.

2.1. Street-Based Helmet Observations

The long-term outcome of HSHO is increased motorcycle passenger helmet use in target areas, measured through street-based helmet observations. From August 2014 baseline to January 2016, motorcycle passenger helmet use increased from 10% to 29.9% in the 18 target communes, compared to 12% to 27.9% in 6 control communes. At the district level, passenger helmet use also increased from 10% to 29.40% at the district level. Helmet use among child passengers at target sites rose sharply between the November 2015 and January 2016 observations, from 16.03% to 28.7%, corresponding to the start of enforcement of the new passenger helmet law.

This significant rise in rates coincided with the January 2016 start of enforcement of Cambodia’s new passenger helmet law. Though enforcement is ongoing, it is not yet considered to be stringent, nor consistent, nation-wide. Further, children remain excluded from the sub-decree on fines for non-helmeted passengers.

2.2. Behavior Change Communications Final Evaluation

The intermediate outcome of the BCC campaign is that more motorcycle passengers in target areas report wearing helmets, measured through a knowledge, attitude, and behavior survey. From August 2014 baseline to May 2016 end-line, respondents reporting always or nearly

always wearing a helmet as passengers in the previous month increased from 18% to 66% across target and control areas.

The survey also evaluated the short-term outcome that motorcycle passengers in target areas have improved awareness of the need to wear a helmet. From August 2014 to May 2016, people surveyed who agreed it was *very* important to wear a helmet as a passenger increased from 45% to 61%.

Lastly, the survey measured the short-term outcome of the BCC campaign that motorcycle passengers in target areas have improved attitude toward helmet use. From August 2014 to April 2016, people surveyed who said they intend to wear helmets as passengers increased from 86% to 94% in target communes and from 90% to 100% in control communes.

2.3. School-Based Program Final Evaluation

The SBP intermediate outcome is that more children at target schools wear helmets when traveling by motorcycle and bicycle, measured through school-based helmet observations.

From baseline to end-line, average helmet use among students across 18 target schools increased from <1% to 75% compared to <1% to 4% among students at 6 control schools.

The SBP short-term outcome is that students in target schools have improved awareness of the need to wear a helmet. From December 2014 to May 2016, the average score of students on the knowledge test increased from 56% to 88% at target schools.

3. Project Overview

Road crashes are a worsening public health problem in Cambodia, a rapidly-motorizing, developing country.

In 2013, road crashes caused 14,161 reported injuries and 1,950 reported fatalities, of whom 69% were motorcyclists.¹ In 2014, road crashes caused 13,089 reported fatalities, 73% of whom were motorcyclists.² Many motorcycle-related fatalities could be prevented if

¹ Cambodia National Road Safety Committee Road Crash and Victim Information System, *2012 Annual Report: Road Crashes and Casualties in Cambodia*.

² Cambodia National Road Safety Committee Road Crash and Victim Information System, *2014 Annual Report: Road Crashes and Casualties in Cambodia*.

motorcycle drivers and passengers in Cambodia wore helmets consistently and correctly, which has been shown to reduce the risk of death by 42% and head injury by 69% in a crash.³ Until recently, Cambodian law only mandated helmet use for motorcycle drivers, not passengers, resulting in helmet use rates in 2010 of 65% among drivers and 9% among passengers.⁴⁵

To address the need to increase passenger helmet use in order to prevent thousands of unnecessary road crash injuries and fatalities, the United States Agency for International Development's Development Innovation Ventures (USAID-DIV) funded AIP Foundation's two-year project "Head Safe, Helmet On." The project is designed to build on AIP Foundation's established efforts promoting helmet wearing throughout Cambodia.

From June 1, 2014 to June 1, 2016, the project is being implemented in 18 targeted communes in Cambodia, with activities targeting the community and one primary school in each. The communes are located in six different districts, two from each Phnom Penh, Kandal, and Kampong Speu provinces. The project comprises three simultaneous components with the following objectives:

- **School-Based Program:** Increase helmet use at targeted schools by providing helmets and road safety education to all students and teachers while reinforcing messages through various activities
- **Behavior Change Communications:** Improve passenger helmet use behavior through mass media, street-based, and commune-based campaigns
- **Enabling Environment Campaign:** Enhance commitment to approve the passenger helmet law and, upon its passage, improve enforcement by engaging key stakeholders in a series of meetings, workshops, and study tours

The primary goal of the HSHO project is to increase passenger helmet use in targeted communes and districts where the project will be implemented. Reaching this goal will lead to the longer-term impact of a decreased rate of road crash head injuries and fatalities within the targeted areas.

4. Street-Based Helmet Observations

4.1. Context

From August 2014 to January 2016, Handicap International (HI) conducted quarterly street-based helmet observations to assess how motorcycle helmet use rates change over time and

³ Liu et al., "Helmets for Preventing Injury in Motorcycle Riders."

⁴ World Health Organization, *Global Status Report on Road Safety 2013*.

⁵ According to Handicap International, *Final Report on Helmet Use Observational Studies*., helmet use dropped from 2010 to 2012, when rates were 55 percent of drivers and 7 percent of passengers.

how they differ between target and control locations in Phnom Penh, Kandal, and Kampong Speu provinces.

The final HI observation took place in May 2016, with data forthcoming.

4.2. Objectives

The street-based helmet observations were designed to answer the following key research questions:

- Has there been a change in the rates of helmet use among motorcycle drivers and passengers, including children?
- How have the rates of helmet use among motorcycle drivers and passengers, including children, changed in target versus control areas?
- Has there been a change in the rates of correct helmet use (defined as wearing a helmet with the strap buckled) among motorcycle drivers and passengers, including children?

4.3. Methodology

The street-based helmet observations were conducted every quarter during HSHO implementation from August 2014 until January 2016 in 18 target communes and control communes in Phnom Penh, Kandal, and Kampong Speu provinces.

Each site is observed in two shifts during weekdays with normal conditions and weather, avoiding special days such as public holidays and weekends. Observations are recorded, and videos are reviewed to count the number of motorcycles, direction of motorcycles, number of drivers and passengers, including children, wearing helmets, and buckled chin straps. The data is processed and analyzed in an Excel database.

4.4. Findings

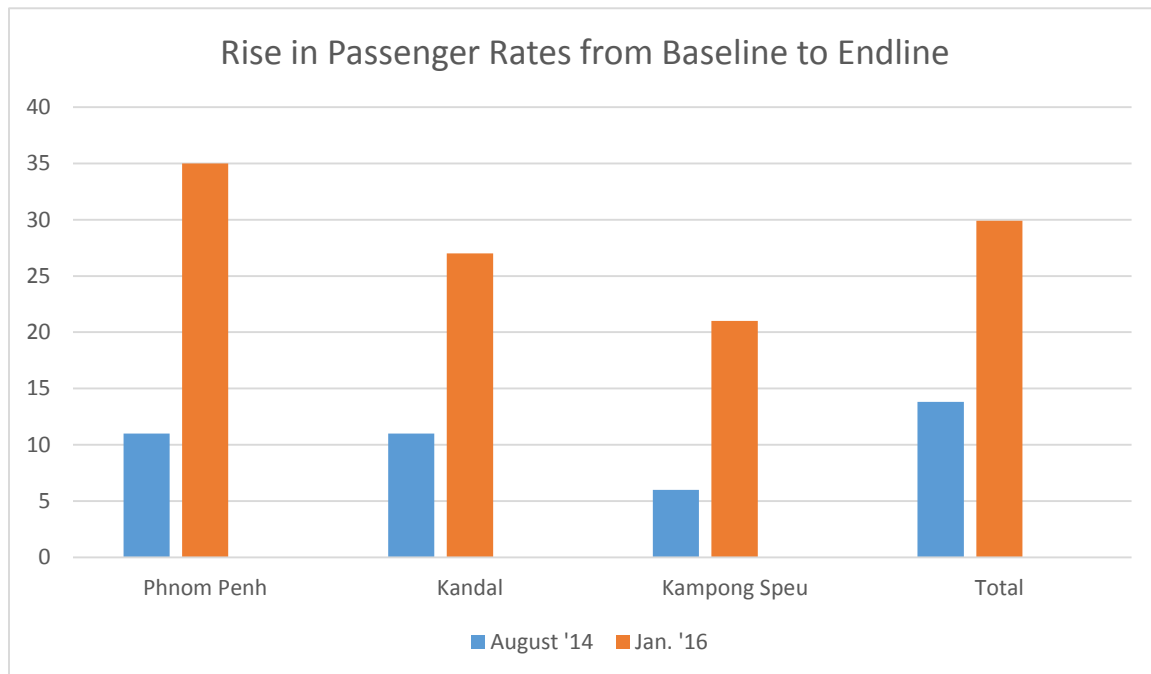
4.4.1. Helmet use among motorcycle passengers

From August 2014 to January 2016, motorcycle helmet use increased among all types of users in target and control communes. Helmet use among motorcycle passengers increased from 10% to 29.9% in the 18 target communes, compared to 12% to 27.9% in 6 control communes. Passenger helmet use increased by 19.9 percentage points in target communes, compared to 15.9 percentage points in control communes. Passenger helmet wearing rates also increased from 10% to 29.4% at the district level.

Passenger helmet use in target areas rose sharply from November 2015 observation (13.8%) to January 2016 observation (29.9%), corresponding to the start of enforcement of the passenger helmet law.

Among target sites, Phnom Penh experienced the greatest increase, from 11% in August 2014 to 35% in January 2016. Following Phnom Penh, passenger helmet use increased from 11% to 27% in Kandal and from 6% to 21% in Kampong Speu.

Figure 1 Rise in Passenger Rates from Baseline to Endline

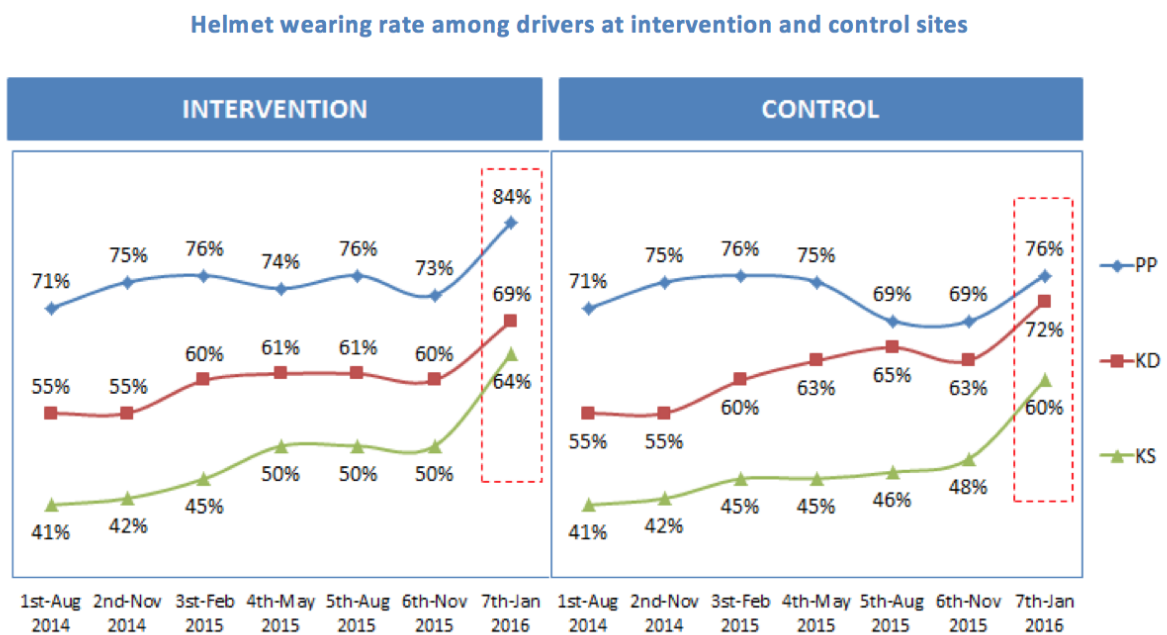


4.4.2. Helmet use among motorcycle drivers

From August 2014 to January 2016, motorcycle driver helmet use increased from 63% to 77% in target communes, compared to 57% to 72% in control communes. Driver helmet wearing rates also increased from 62% to 68% at the district level.

Among target sites, Kampong Speu experienced the greatest increase, from 40% in August 2014 to 64% in January 2016. Following Kampong Speu, driver helmet use increased from 55% to 69% in Kandal and from 70% to 84% in Phnom Penh.

Figure 2 Helmet wearing rate among drivers at intervention and control sites



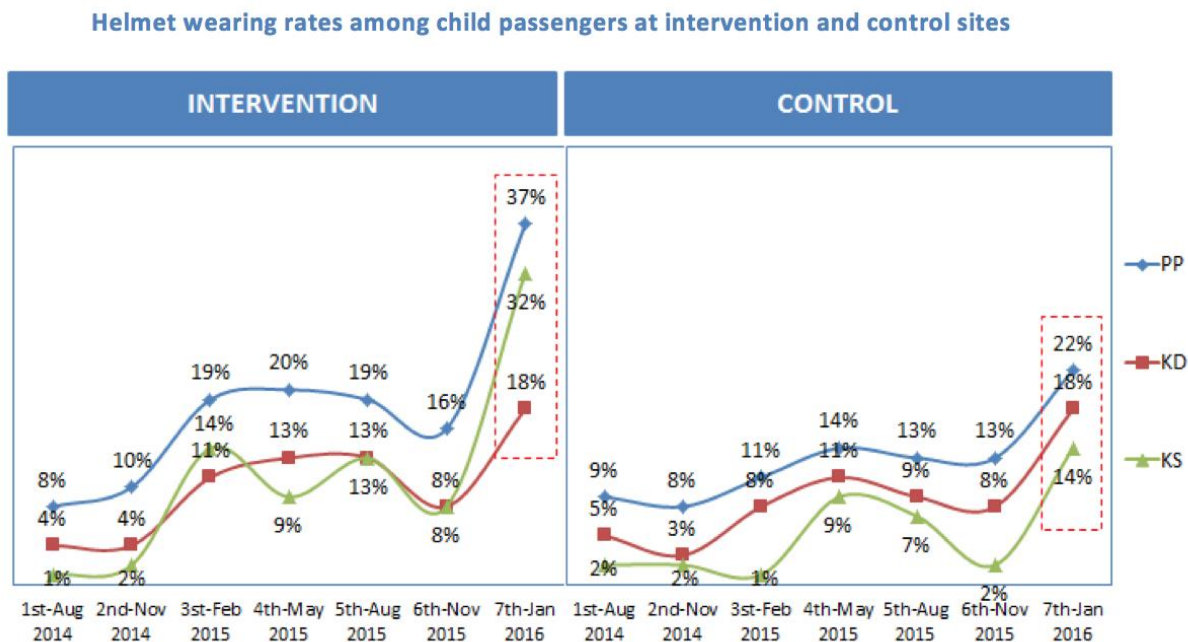
4.4.3. Helmet use among child passengers

From August 2014 to January 2016, helmet use among child passengers increased from 6% to 28.7% in 18 target communes, compared to 6% to 19.2% in six control communes. Helmet use among child passengers at target sites rose sharply between the November 2015 and January 2016 observations, from 16.03% to 28.7%, corresponding to the start of enforcement

of the new passenger helmet law. This is despite the fact that enforcement of traffic fines currently excludes child passengers.

Target communes in Phnom Penh experienced the greatest overall increase, from 8% in August 2014 to 37% in January 2016. Following Phnom Penh, child helmet use increased from 1% to 32% in Kampong Speu and from 4% to 18% in Kandal.

Figure 3 Helmet wearing rates among child passengers at intervention and control sites



4.4.4. Rates of correct helmet use

From August 2014 to January 2016, correct helmet use⁶ among all motorcycle drivers and passengers who wore helmets and for whom buckle status was clear decreased from 96% to 90% in 18 target communes, compared to 94% to 73% in 6 control communes. Target communes in Kandal demonstrated the highest rate of correct helmet use, averaging at 97%.

5. Behavior Change Communications Final Evaluation

5.1 Context

⁶ Correct helmet use is defined as wearing a helmet with the strap buckled for the purpose of street-based observations.

In April 2016, AIP Foundation contracted a research agency, Indochina Research, to conduct a final evaluation to investigate the public's knowledge, attitude, and behavior toward passenger helmet use and to assess the effectiveness of the interventions against the baseline (August 2014).

5.2 Objectives

- What are the respondents' level of exposure to the project and perception of the influence of the project on their knowledge, attitudes, and practices?
- What are the respondents' awareness of the new passenger helmet law and perceptions toward the law's enforcement?
- What percentage of respondents report "always wearing a helmet" in the last month as passengers?
- What percentage of respondents report awareness of the benefits of motorcycle passenger helmet use?
- What percentage of respondents report the intention to wear a helmet when traveling as a passenger?
- Has there been a change in the respondents':
 - knowledge, attitudes, and practices related to passenger helmet use (including adult opinions of helmet use for child passengers)
 - reported rates of helmet ownership and where people purchase their helmets?
 - reasons that drivers and passengers give for wearing or not wearing a helmet (including reasons for providing or not providing helmets for children)?
 - factors that hinder or promote helmet use (including social, cultural and environmental factors)?

5.3 Methodology

A quantitative survey was implemented in order to collect benchmark behavioral, attitudinal, and awareness data for comparison over time. A total sample of 400 adults aged 18-45 years old was collected during each phase, 200 from intervention communes and 200 from control communes. The survey was conducted in 18 target communes in 6 target districts and in 6 control communes.

Qualitative Focus Group Discussions (FGDs) were also conducted during each phase in order to understand more about attitudes toward helmet usage and more in-depth evaluation of the Behavior Change Campaign (BCC). Two FGDs were conducted in Phnom Penh and two in Kampong Speu, involving respondents who regularly ride as passengers but do not always wear a helmet.

For the summary report from Indochina Research, please see Annex I.

5.4 Findings

5.4.1 Respondent demographics

Respondents were adults aged 18-45 years old from Phnom Penh, Kandal, and Kampong Speu provinces. The sample was representative to reflect the selected commune population (number of households), and the national age, gender and social economic status profile.

5.4.2 Exposure to and perceptions of project activities

96% of respondents claim to have seen some element of HSHO mass media activities with TV reportedly reaching 89% of the sampled population. 55% recall the campaign statements “Protect your passengers’ lives” and 58% recall the statement “Starting from January 1st, 2016, traffic police will fine 15,000 riels for those who don’t wear a helmet.”

100% of respondents knew of both the driver and passenger helmet law. However, only 51% recall having heard communication about road safety recently. This suggests there may be some disconnect in awareness of the new law and understandings its relation to road safety.

In terms of source of exposure, target groups were most aware of mass media, followed by the street campaign, followed by word of mouth. Within mass media, the television advertising earned greatest awareness (90%), followed by billboards (50%).

65% of total respondents recognized seeing a street campaign activity. Of them, 57% said they thought the activity was ‘very important’. 75% said that this activity would make them much more likely to wear a helmet as a passenger.

Finally, word of mouth regarding road safety increased significantly, from a baseline of 16% to 45% at end-line.

5.4.3 Change in helmet ownership

Over 8 in 10 of the sampled Cambodian population now owns their own helmet (82%). This has increased significantly from the baseline, when just under 7 in 10 said they owned their own helmet (68%).

There is a reported decrease in respondents who claim to not have access to a helmet, only 3% compared against a baseline of 14%.

5.4.4 Change in awareness of the need to wear a helmet

61% of respondents say it is *very* important for passengers to wear a helmet, compared to a baseline of 45%.

When asked why they think it is important to wear a helmet, the safety aspect of wearing a helmet is most likely to be mentioned, rather than law enforcement. This is likely to reflect a strong rationale for wearing a helmet, though not necessarily why they *do*.

5.4.5 Change in attitude toward helmet use

The survey indicated that respondents, particularly those in target communes, had an improved attitude toward helmet use. At baseline, 1 in 10 used to think it was not important to wear a helmet as a passenger. Now, all respondents think it is important.

From August 2014 to April 2016, people surveyed who said they intend to wear helmets as passengers increased from 86% to 94% in target communes and from 90% to 100% in control communes.

5.4.6 Change in reported behavior

From August 2014 to April 2016, respondents reporting always wearing a helmet as a passenger in the previous month increased from a baseline of 10% to 42%.

5.4.7 Change in barriers to helmet use

At 72%, the main reason people give for not wearing a helmet is that they are just traveling somewhere nearby, compared to a baseline of 68%. Less common, but reported reasons include: not having a helmet (14%, down four points from baseline), wearing a helmet causes headache (12%, up seven points from baseline), no traffic police are nearby (10%, n/a to baseline), too lazy to wear (9%, n/a to baseline), helmet is too heavy (8%, up three points from baseline).

Barriers to children using helmets was reported to be cost, that parents did not have enough for all children, and that the children were not used to them and found them uncomfortable.

5.4.8 Awareness of the new law and perceptions of enforcement

Awareness of the passenger helmet mandate increased from 70% in target communes and 68% in control communes to 100% across all locations. Awareness of the new law did not vary significantly between age groups or by gender.

Respondents perceive police enforcement for not wearing a helmet as a driver and as a passenger to be stronger than at the baseline. From August 2014 to April 2016, respondents reporting that they were very likely to be pulled over as a helmet-less driver increased from 78% to 85% in target communes and from 81% to 84% in control communes. Perceptions of the risk of enforcement for a helmet-less passenger has increased significantly, from 4% to 70% in target communes and from 1% to 70% in control communes.

6 School-Based Program Final Evaluation

6.1 Context

AIP Foundation staff conducted the SBP final evaluation from March (helmet observations) to April (knowledge tests) 2016. In January 2016, post-intervention helmet wearing rates were measured at all target and control schools. A qualitative process review took place in April 2016 through structured interviews with parents, teachers, and administrators. In April 2016, students at target schools completed post-intervention knowledge tests to assess any change in their knowledge of helmet safety. Data from the final evaluation is compared to the baseline for key outcome indicators and provides evidence for SBP improvement in Year 2.

6.2 Objectives

The SBP final evaluation was designed to answer the following key research questions:

- How have the helmet wearing rates among students traveling to school by motorcycle and bicycle changed?
- What are the supporting and hindering factors to SBP implementation, and how can they be exploited or limited, respectively?
- What are the unintended outcomes of the SBP?

- How has students' understanding about helmet safety changed?

6.3 Methodology

6.3.1 School-based helmet observations

School-based helmet observations were conducted to assess the helmet use rate among students on bicycles and motorcycles approximately 1-2 weeks before, 1-2 weeks after, and 10-12 weeks after the ceremony or event at each school where students and teachers received their helmets. Observations took place at school gates in both target and control schools, using filming methodology.

6.3.2 Student knowledge test

Student knowledge tests were conducted to evaluate the change in students' helmet safety knowledge before and after training. One class in each grade was randomly selected to take the test. The questionnaire varied slightly to tailor to younger students (grades 1-3) and older students (grades 4-6). The average percentage of correct answers was calculated per grade.

6.3.3 Process review

The qualitative process review was conducted to identify supporting and hindering factors within the implementation process, unintended outcomes; and ways to maximize supporting factors, and ways to limit the effect of or overcome hindering factors and negative unintended outcomes. In each school, the principal, school coordinator, two teachers, and two parents were interviewed. Teachers and parents were selected from grades 1-3 and from grades 4-6. Results from the process review were analyzed at the province level.

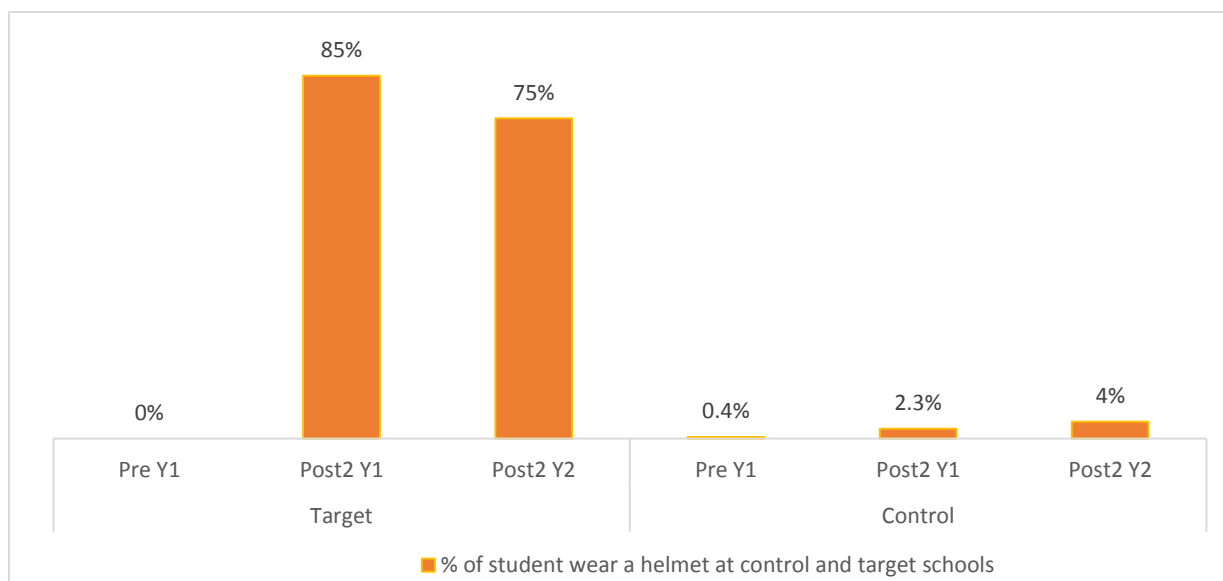
6.4 Findings

6.4.1 School based Helmet Observations

6.4.1.1 Helmet use at target versus control schools

Student helmet use rates increased from <1% to 75% at 18 target schools, while only increasing from <1% to 4% at six control schools.

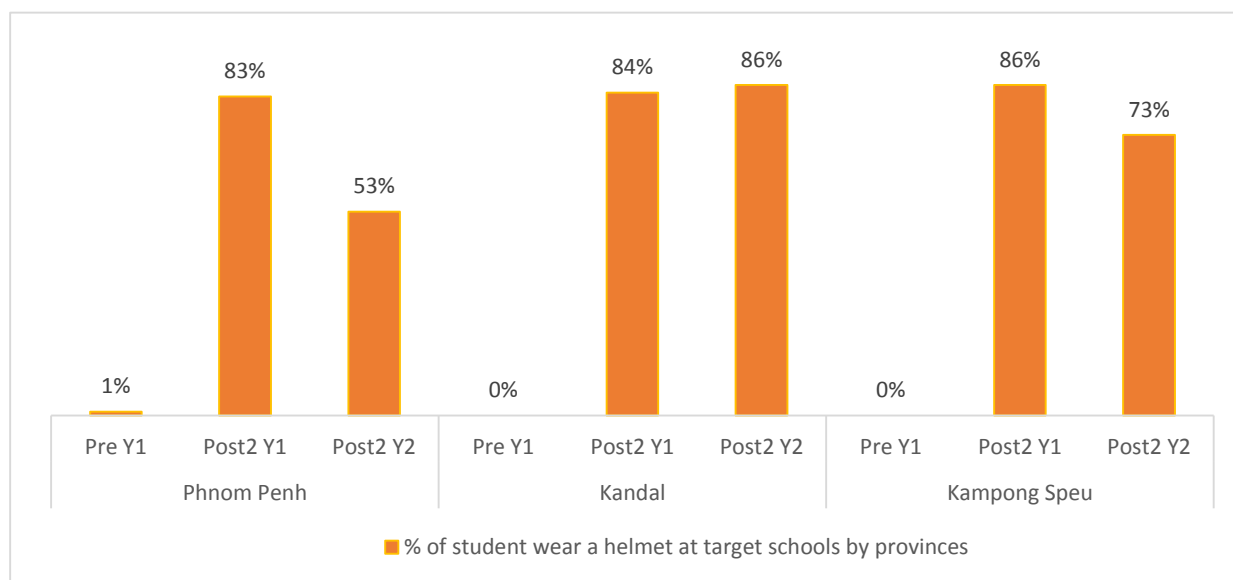
Figure 4 Student helmet use rates at target and control schools



6.4.1.2 Helmet use at target schools by province

While helmet use increased significantly at all target schools, those in Kandal experienced the greatest increase.

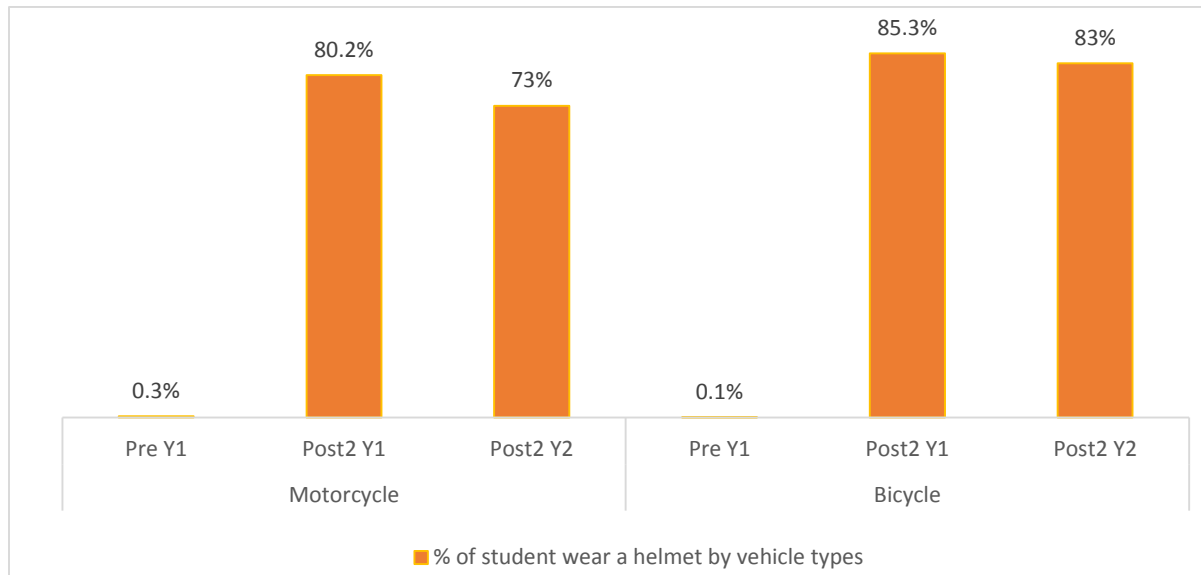
Figure 5 Student helmet use rates at target schools in three provinces



6.4.1.3 Helmet use by vehicle type at target schools

The majority of students riding bicycles and riding motorcycle are wearing helmets following the intervention. Helmet use rates among students travelling by motorcycle increased from <1% to 73%, and <1% to 83% among bicyclists.

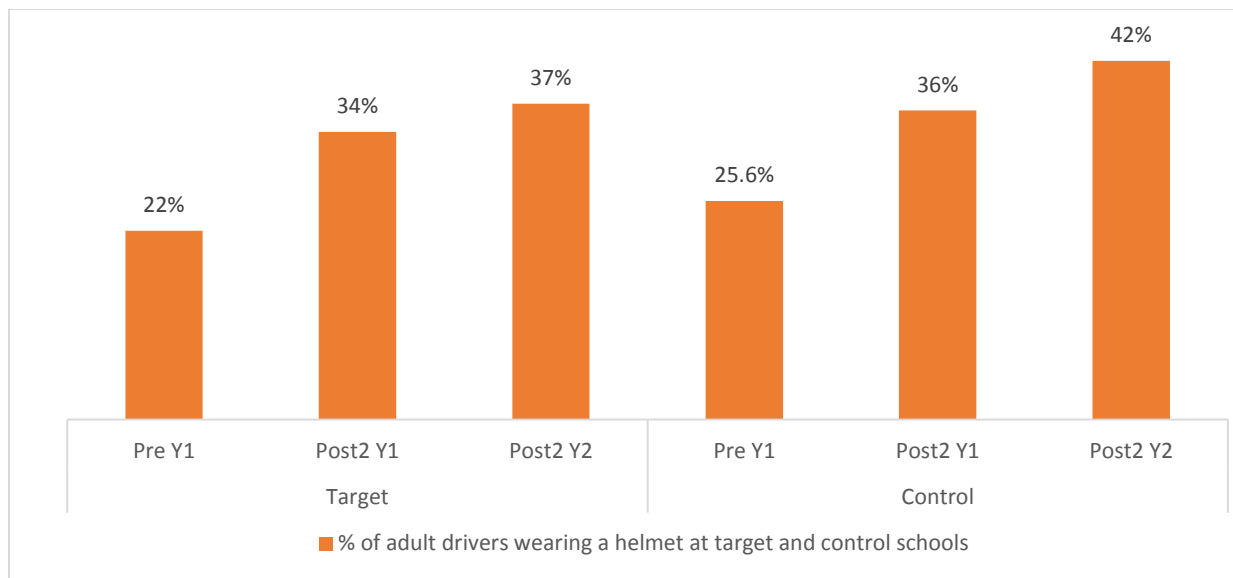
Figure 6 Student helmet use rates at target schools by vehicle type



6.4.1.4 Helmet use among adult drivers at target and control schools

Driver helmet use rates increased significantly at target and control schools, indicating external (non-intervention) factors influencing driver helmet use.

Figure 7 Driver helmet use rates at control and target schools



6.4.2 Student knowledge test

From December 2014 to May 2016, the average score of students on the knowledge test increased from 56% to 88% at target schools.

6.4.3 Process review

6.4.3.1 Supporting factors

- High representative from Ministry, Province, District, and Office of Education Youth and Sport and School Managements secured their commitment to jointly promote helmet use among students and educators.
- Children are very enthusiastic about their helmets as part of their school uniform. The students in the schools are wearing helmet 80%, sometimes even as pedestrians.
- Almost 100 percent of parents voiced support to the project by sending back all commitment letters and send their children to study at target school.
- Teachers do their best to improve helmet use through class activities. Even though they are busy with strict schedules, they regularly take time to remind students before and lesson start and leaving school.
- Teachers and parents are generally very happy with the project and well attend meetings as required.

6.4.3.2 Challenges

- Limited time of school staff, e.g. involved in several projects
- Some children refuse to wear their helmets to school and do not receive encouragement from parents.
- Time constraint to implement other activities, because of tough schedule, most activities were difficult to arrange logistically. AIP Foundation has a small capacity but must manage human resources across all project schools, which requires regularly following up to ensure activities proceed accordingly to plan. This additionally entails coordination of stakeholders who often has conflicting schedules.
- Some parents may not participate in activities and hold misconceptions toward helmet use. For instance, they believe it is too hot, will ruin hair, will hurt a child's neck or affect growth.
- Moreover, many parents find it difficult to attend activities due to employment demands.
- Naturally, some students forget their helmets, lose helmets, or break some parts like the chin strip.

6.4.3.3 Lessons learned and recommendations

- Develop helmet use action plan for educators and students
- Develop helmet use regulation in school.
- Parents must remain as role models and encourage their child to wear a helmet
- Longer term commitment to schools to increase sustainability such as work plan, road safety structure, teaching materials, and teaching road safety methodology, is recommended.
- A clear schedule and guideline for extra-curricular activities with teachers will encourage teachers and students to effectively reach project objectives.
- Effective time management with more robust IT technology would benefit all stakeholders.
- Road safety awareness raising at the flag pole assembly each morning should be normal practice to maintain high helmet use rates.
- Routine road safety events, for example every Thursday, should help maintain skills like how to properly care for a helmet.
- Teachers play a unique role to encourage students to wear helmets, and should be permitted to add or reduce classroom scores for road safety behavior.
- The participation from local police when students leave school can help reduce risk for all students.
- Refresher trainings for teachers, new incentives to promote road safety, and renewed materials will ensure sustainability of project results.
- Innovative ways could be explored to engage traffic police in in-classroom activities.
- Competitions among schools can help management stay active in road safety.
- Spare parts of helmet should be considered for distribution to schools since some students might break those parts such as chin strip, the front cap and so on.

Conclusions

AIP Foundation notes significant, positive results from the BCC and SBP campaign activities. With respect to overall helmet wearing rates among passengers in target areas, the January 2016 start of enforcement appeared to be a tipping point, incurring a sharp rise across target areas as well as control areas. Improvement to public knowledge, behavior, and attitudes, help to ensure that traffic police have a public reasonably receptive to their enforcement efforts.

While enforcement of the law certainly impacted results, the project recalls that children remain excluded from enforcement of fines. For this reason, the SBP as well as BCC interventions remain vital to ensure that the youngest road users – among the most vulnerable – are protected from head injury.

Given the fact that (a) enforcement of the law and (b) BCC mass media campaign, both have nation-wide reach, AIP Foundation noted a challenge in analyzing project results between target and control areas. Control areas are inevitably influenced by national activities. As HSHO moves into in-depth project evaluation in its final quarter, strong attention will be paid to this factor and how it may be refined for future interventions.

Media Monitoring Report

Head Safe. Helmet On.

Grant No. AID-OAA-F-14-00012

June 2016



AIP Foundation
12B Ngoc Khanh, Ngoc Khanh Ward
Ba Dinh District, Hanoi, Vietnam, 1148457
(84-8) 3771 0700 Fax (84-8) 3771 0701
www.aip-foundation.org

Disclaimer

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Acronyms

AIP	Asia Injury Prevention
BCC	Behavior Change Communications
HSHO	Head Safe. Helmet On.
USAID-DIV	United States Agency for International Development, Development Innovation Ventures

1. Executive Summary

The Behavior Change Communications (BCC) campaign is one of three programmatic components within the two-year “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by the United States Agency for International Development’s Development Innovations Ventures (USAID-DIV). HSHO implementation period runs from June 1, 2014 to June 1, 2016.

The BCC campaign seeks to improve the public’s knowledge, attitudes, and practices regarding passenger helmet use, through two approaches: one is a national mass media campaign, and the other is direct communication in target areas.

This report under HSHO Milestone 9 summarizes the airing and available data on reach of BCC mass media, in both of its two campaign phases under the project. Further, it reflects on challenges faced regarding data limitations, and concludes with challenges and recommendations.

A separate, but related, report under the current milestone submission, titled “School-based Program and Behavior Change Communications End-line Evaluation Report,” utilized a public survey to gauge reported reach and impact of BCC activities, both mass media and direct communications, in target areas. Please note that figures provided below on reach are based solely on the application of available data and statistics to provide media analysis for measurements and estimations.

2. Mass Media

2.1 Campaign Overview

The mass media broadcasting under BCC took place across two phases. Both phases included a television and radio commercial as well as talk shows on television and radio; public relation campaign, billboards, long banners, tuk-tuk panels, and loudspeaker announcements. Phase I of BCC campaign ran from April 2015 to July 2015. The key message of the campaign was “Protect your passengers’ lives. Make sure they wear helmets.” Please click [here](#) to view the TV commercial online; please see Figure 1 below.



Figure 9 BCC Phase 1 image

Phase II ran from December 2015 to May 2016. The key message of the campaign was also “Protect your passengers’ lives. Make sure they wear helmets.” But alongside “From January 1st, 2016, police will fine 15,000 Riels for each non-helmeted person.” Please click [here](#) to view the TV commercial online; please see Figure 2 below.



Figure 10 BCC Phase 2 Image

2.2 Campaign Monitoring

HSHO’s project-wide routine monitoring ensured that BCC campaign displays, such as billboards and tuk tuk panels, were implemented according to plan; as reported in previous milestones. Specifically for television broadcasting, HSHO procured agencies for the respective campaign phases to conduct monitoring of the total number of different people exposed to campaign commercials. Detailed annexes in this report disaggregate data according to channel, target area, and demographics.

Because radio monitoring is not a common practice in Cambodia, statistics on radio audiences are not available. AIP Foundation contacted the airing agency for any surveys available regarding estimated reach, but no scientific answers were available.

2.3 Airing

For Phase I, a local agency was contracted to air the 45-second television commercial 188 times, and the 60-second radio commercial 195 times. Four television stations were used: CTN, My TV, TV5, and Hang Meas. Three radio stations were used: FM 102, FM 102.5, and FM 107.5.

For Phase II, a local agency was contracted to air the 45-second television commercial 218 times, and the radio commercial 515 times. The same television and radio stations as Phase I were used, with the addition of one radio station, FM 105.5. For both phases, airings were successfully executed according to plan.

2.4 Reach

Under Phase I, the television commercial reached 94% of the population in HSHO's target provinces (3.2 million people), and 94% of the total population in Cambodia (11.9 million). Approximately 84% of target audiences aged 15 to 44 years old saw the TV commercial at least 3 times within the four-month period. It is estimated that the average person saw the commercial 13 times. Please see Annex I for the detailed monitoring report.

Under Phase II, the television commercial reached 95.6% of the population in HSHO's target provinces (3.3 million people), and 93.6% of the total population in Cambodia (14 million). Approximately 90.4% of target audiences aged 15 to 44 years old saw the TV commercial at least 3 times within the four-month period. It is estimated that the average person saw the commercial 15 times. Please see Annex II for the detailed monitoring report.

Worth observing in conjunction, is the reported reach from the survey conducted under BCC among target populations. 96% of respondents claim to have seen some element of HSHO mass media activities with TV reportedly reaching 89% of the sampled population. 55% recall the campaign statements "Protect your passengers' lives" and 58% recall the statement "Starting from January 1st, 2016, traffic police will fine 15,000 riels for those who don't wear a helmet." Please refer to the report titled "Behavior Change Communications Campaign and School-based Program End-line Evaluation report" under this Milestone submission, for a more detailed analysis.

3. Social Media

Under BCC phase II, a public relations campaign utilized paid social media advertising to boost national reach.

The BCC banner was advertised on Facebook from February 4th, 2016, with 340, 946 people reached as of May 31st.

Additionally, a helmet use banner linking to the interactive, educational web portal related to the project, www.saferoads.org.kh, was advertised from April 27th, 2016 with 22,171 people reached as of May 31st. The website features road safety games, and a banner related to this was advertised from April 27th, 2016 with 18,652 people reached.

These statistics were acquired using Facebook's insights and analytics tools for page managers.

4. Challenges and Recommendations

As noted above, eligible agencies' existent data limitations on radio reach pose a challenge to more robust monitoring of BCC media. This challenge exceeds the project's capacity to overcome. Moreover, the project noted that there were slight statistical discrepancies among agencies with regard to latest available population figures for target areas, as well as demographics.

Finally, the BCC media campaign reaches out to a national audience, whereas other HSHO activities, including BCC's direct communication efforts, reach out to the isolated target groups. While most monitoring efforts under the project seek to measure indicators against target and control groups, HSHO notes that the media campaign's national appeal likely interferes with this data, to an indeterminate degree but namely by exposing control groups to key messaging.

As HSHO continues into its in-depth project evaluation phase in the next quarter, this challenge should become a lens at determining ways to refine or differently characterize M&E indicators under future interventions.

Environmental Mitigation and Monitoring Report

Head Safe. Helmet On.

Grant No. AID-OAA-F-14-00012

June 2016



AIP Foundation

12B Ngoc Khanh, Ngoc Khanh Ward
Ba Dinh District, Hanoi, Vietnam, 1148457
(84-8) 3771 0700 Fax (84-8) 3771 0701
www.aip-foundation.org

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ENVIRONMENTAL MITIGATION AND MONITORING REPORT (EMMR)

USAID Program: USAID Development Innovation Ventures

Title of Project / Activity: “Head Safe. Helmet On.” (HSHO)

Funding Period: June 1st, 2014 to June 1st, 2016

Total Funding Amount (US\$): \$635, 993 (excluding cost-share)

Report Prepared by: AIP Foundation

Date: June 1st, 2016

Date of Previous EMMR: June 1st, 2015

SUMMARY, ENVIRONMENTAL IMPACTS, MITIGATION AND MONITORING REQUIRED

Brief summary of the scope and purpose of the project or activity

HSHO is a two-year program with the overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities are targeted towards primary school students and teachers, and motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal. Project implementation period is from June 1st, 2014 to June 1st, 2016.

List of potential environmental impact(s) of the project or activity

Please note that no IEE was prepared for the HSHO project. Under HSHO grant agreement AID-OAA-F-14-00012, pursuant to 22 CFR 216.3(a)(2)(iii), a Negative Determination with Conditions was recommended for any AIP Foundation activities related helmets, namely the manufacturing, quality, storage, delivery, and disposal thereof.

As supported by the “Environmental Review and Assessment Checklist” (see Annex I) submitted to USAID-DIV on August 2nd, 2013, none of the foreseen environmental impacts are applicable under the project.

Required environmental mitigation measures and monitoring to confirm that the mitigation is implemented and effective

Required EMMR measures under HSHO pertain to the manufacturing, quality, storage, delivery, and disposal of helmets. These are stipulated under the grant agreement’s “Special Environmental Provision” section, and elaborated in a completed questionnaire submitted by AIP Foundation to USAID on November 20th, 2013 (see Annex II).

NARRATIVE

Since HSHO's last EMMR was submitted on June 1st, 2015, project activities can be summarized as follows:

- **School-based program** (SBP) continued in-class and extracurricular activities on road safety. Quality helmets were procured and donated to new-entry students at 18 target primary schools in December 2015.
- **Behavior change communications** (BCC) campaign implemented its second phase from December 2015 to May 2016 through television and radio commercials, as well as grassroots awareness raising activities and use of materials including flyers, billboards, tuk-tuk panels, and banners. Street based activities also involved distribution of vouchers for subsidized helmets.
- **Enabling environment campaign** (EEC) continued to co-operate with national and sub-national stakeholders to prepare for and execute the January 2016 start of enforcement of the new passenger helmet law, including through action planning and review workshops. Also, advocacy efforts continued, such as for the inclusion of child passengers under the sub-decree on fines.
- **Project-wide monitoring and evaluation** (M&E) entailed: helmet observations, school-based crash monitoring, student knowledge tests, media monitoring, public surveys, and routine monitoring of materials and beneficiaries.

***Please note: As stated above, none of the foreseen environmental impacts were identified as applicable to the project. Therefore, the remainder of the EMMR departs from the template format suggested by USAID-DIV. Instead, it addresses one by one the conditions and mitigation measures required under the grant agreement or subsequent documents (See Annex I and II.) ***

HSHO CONDITIONS AND MITIGATION MEASURES

- **Quality of helmets:** All helmets provided under HSHO meet the minimum safety standards for Cambodia, CS 105:2010. All helmets are produced in AIP Foundation's subsidiary helmet company, Protec, which is a non-profit social enterprise located in Hanoi, Vietnam. The three models of helmets distributed through HSHO, namely through the School-based Program and the Behavior Change Communications components, are: *Hiway*, *Kitty*, and *Racing* models.

The three helmets underwent testing for Cambodian helmet standards at Vietnam Safety Products and Equipment, Co. Ltd. in Hanoi, Vietnam in May 2016. The three models each underwent seven tests that are required per Cambodian helmet standards: peripheral vision test, weight, extent of products, effectiveness retention system test, strength retention system test, shock absorption test, and penetration test.

All three helmet models passed each test and therefore comply with Cambodia's helmet standard.

Documentation of laboratory test results can be found in Annex III, IV, and V: *Hiway Testing Results*; *Kitty Testing Results*; and *Racing Testing Results*.

- **Manufacturing of helmets:** Protec operations utilize a water processing system to separate and remove any damaging chemicals from painting and printing. Protec has an active partnership with an external company, Cirengo, to recycle plastic and destroy EPS linings in an environmentally friendly manner, conducted on a monthly basis.
- **Storage and delivery of helmets:** Prior to delivery to project site, helmets are stored at Protec factory in Hanoi. They are then shipped in bulk to Phnom Penh, and then to individual project sites, through reputable roadway or seaway carriers (with shipping type dependent on deadline).

For the school-based program, helmets were only temporarily be stored at AIP Foundation's office in Phnom Penh before being shipped to and distributed at each project school, received by teachers and students. For the street-based campaign under behavior change communications, helmets were stored at AIP Foundation's office in Phnom Penh prior to and in between helmet [voucher] distribution days. However, there was an unexpectedly interest demonstrated in the subsidized helmets; remainder orders continue to be stored at AIP Foundation's office in Phnom Penh. As HSHO activities end, AIP Foundation is in discussions with private schools, private sector actors, target district authorities and also the Provincial Department of Education, Youth, and Sport, to provide forums for ongoing distribution days to staff and students at the high school level; it is expected that all remainder helmets will be distributed within the next reporting period.

- **Disposal of helmets:** AIP Foundation and Protec advise helmet owners to replace their helmets once every three years, or immediately after the helmet was involved in a crash, dropped from a considerable height, or damaged in any other manner. Under SBP, school management and teachers are reminded to disseminate this message further. HSHO has coordinated with Protec helmet factory as needed for small repairs (e.g. chin-strap replacements), while three student helmets were replaced entirely due to damages. Unless damaged, helmets distributed under the project have not reached their time for replacement. As they do, AIP Foundation plans to organize drop-off points at target schools for local residents to recycle used helmets. As AIP Foundation begins to receive these in quantity, it will ship the returned helmets to Protec factory in Hanoi for proper disposal; if no in-country external company is identified as capable to do so (which to date is the case).

The above concludes a comprehensive update for the report.